

ABSTRACT OF THE DISCLOSURE

**APPARATUS AND METHODS FOR ACTIVE AVOIDANCE OF
OBJECTIONABLE CONTENT**

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An apparatus and method for active avoidance of objectionable content are provided. The apparatus and method perform analysis of requested content to determine an amount of objectionable content in the requested content. The amount of objectionable content is then compared against one or more thresholds defined in a user profile. Based on the comparison, a determination is made as to whether or not the requested content should be provided to the client device. If the requested content is not provided to the client device, the requested content, or a link to the requested content, is stored in a data structure within the user profile. The data structure may be reviewed at a later time by the user, a parent of the user, an employer of the user, or the like, to determine if the requested content in actuality contains objectionable content. The thresholds defined in the user profile may then be adjusted based on the review of the requested content in the data structure..

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